

## ABSTRACT OF THE DISCLOSURE

To provide an optoelectronic-device substrate used for a display panel for displaying an image with high quality and high contrast, a method for driving the substrate, a digitally-driven liquid-crystal display, an electronic apparatus, and a projector. In an optoelectronic-device substrate 100 having a memory-cell array including a plurality of memory cells 101 that is arranged in matrix form and digitally driven, each memory cell 101 has an analog switch SW1 for inverting the phase of data transmitted thereto, or data having an inverted phase is transmitted to the memory cell 101.